## **Marketing Plan – Public Relations**

<b>Objectives:</b>			
Strategies:			

Actions:			

## **Marketing Plan – Trade Shows**

Show Name	<u>Date</u>	Target Audience	<u>Cost</u>

(Make one of these sheets for each Special Project)
Project Name:
Project Purpose:
Estimated Cost:
How Will Success be Measured?

## **Marketing Plan – Administration**

Who Will Administer this Program?	
What Additional Resources Will be Required?	
How Will Administrative Costs be Funded?	